

Message Text

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ACTION EUR-25

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VIENNA FOR RPO

E.O. 11652: ADS 30 SEPT 1975
TAGS: PFOR SGEN UR US
SUBJ: PRAVDA PRINTS USIA - CREDITED PHOTOS

REF: MOSCOW 5912, MOSCOW A-503

1. PRAVDA SEPT 13 PUBLISHED TWO P&C - PROVIDED USIA HUMAN
INTEREST PHOTOS WITH UNPRECEDENTED CREDIT LINE, "PHOTOS PRESENTED TO
PRAVDA EDITORS BY INFORMATION AGENCY OF USIA. "TIMING EVIDENTLY
LINKED WITH CESSATION OF VOA JAMMING FOR POSITIVE EFFECT TOWARD
U.S. AND WEST EUROPEAN INTEREST IN FREER INFORMATION, BOTH FOR
CURRENT HUMAN RIGHT CONCERN AND IMPENDING CSCE.

2. PHOTOS SENT BY AGENCY PER POST REQUEST MAY 23 ANTICIPATING
BREZHNEV VISIT (REFTEL) AND DELIVERED IN JUNE. TWO-BY-THREE
COLUMN REVERSE L LAYOUT IN MIDDLE PAGE 4 CARRIES FOLLOWING OUTLINE:
"USA. PRESENTATION IN RURAL LOCATION. ATTENTION OF VIEWERS
RIVETED TOWARD STAGE (TOP PHOTO). CONVERSATION BETWEEN TEACHER
AND A STUDENT WHO IS LEAVING SCHOOL (BOTTOM PHOTO)". CREDIT
LINE FOLLOWS. TOP PHOTO, AGENCY NO. 37448/20, PICTURES LIVELY
GROUP OF SEATED, SHIRTSLEEVED FARMERS AND FAMILIES, CIRCA 1940.
BOTTON PHOTO EQUALY SYMPATHETIC, WITH TEACHER SHOWING GREAT
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CONCERN FOR STUDENT.

3. CURRENT SOVIET MEDIA IMAGE OF U.S. FEATURES BOTH POSITIVE AND NEGATIVE ASPECTS AND CAN BE EXPECTED TO CONTINUE PLAYING BOTH SIDES OF STREET FOR SPECIFIC AS WELL AS GENERAL EFFECT. BY CONTRAST, P&C - PROVIDED USIA PHOTO OF SAN CLEMENTE ONLY ONE USED BY NEW TIMES MAGAZINE AT TIME OF BREZHNEV VISIT, AND WITHOUT CREDIT, WHILE STRONG HUMAN QUALITY OF PRAVDA PHOTOS MATCHES PICTURES OF U.S. SHOWN LAST WEEK IN TELEVISION FILM, SOVIET CIRCUS IN U.S. (REF AIRGRAM).

4. P&C HAS BEEN SENDING SELECTED PHOTOS TO NEWSPAPERS AND MAGAZINES. APPRECIATE YOUR POUCHING PERHAPS DOZEN PHOTOS TWICE MONTHLY ON CURRENT BILATERAL ACTIVITIES (INCLUDING VISITS) AND AMERICANA CENTERED ON CULTURAL AND HUMAN INTEREST THEMES. FACES LOOM LARGE FOR LOCAL EDITORS.

DUBS

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